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Nichols & Stone Windsors

C-10

Nichols & Stone Company • The Home of Windsor Chairs • Gardner, Massachusetts 01440

Telephone 617-632-2770

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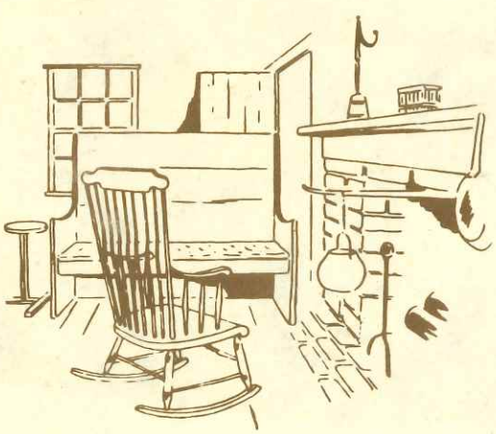
For your convenience in using this catalog as a floor reference piece, the Nichols & Stone line has been divided into eight basic groups. Each group comprises chairs of similar style and design characteristics, as defined and authenticated by leading authorities on Early American furniture.

See last page for pictorial index.



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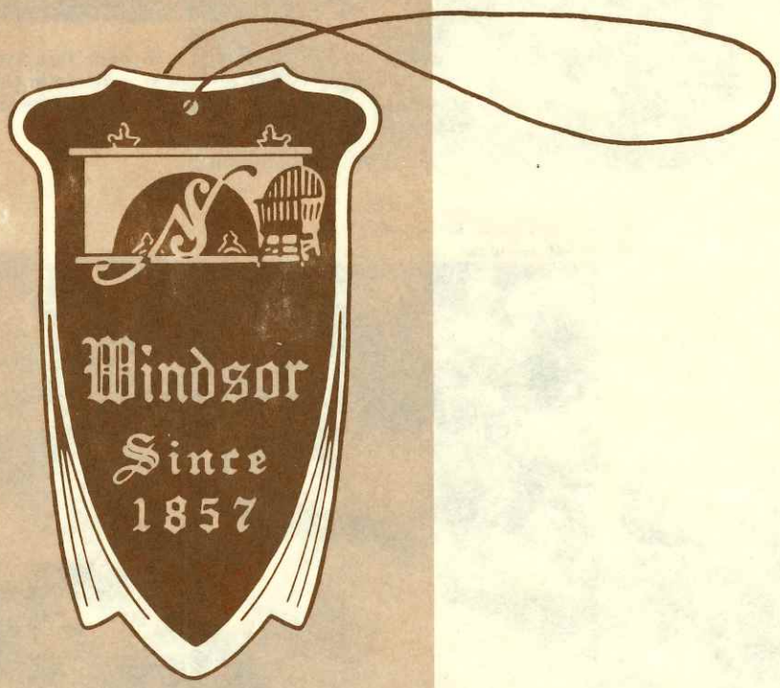
The Home Of Windsor Chairs



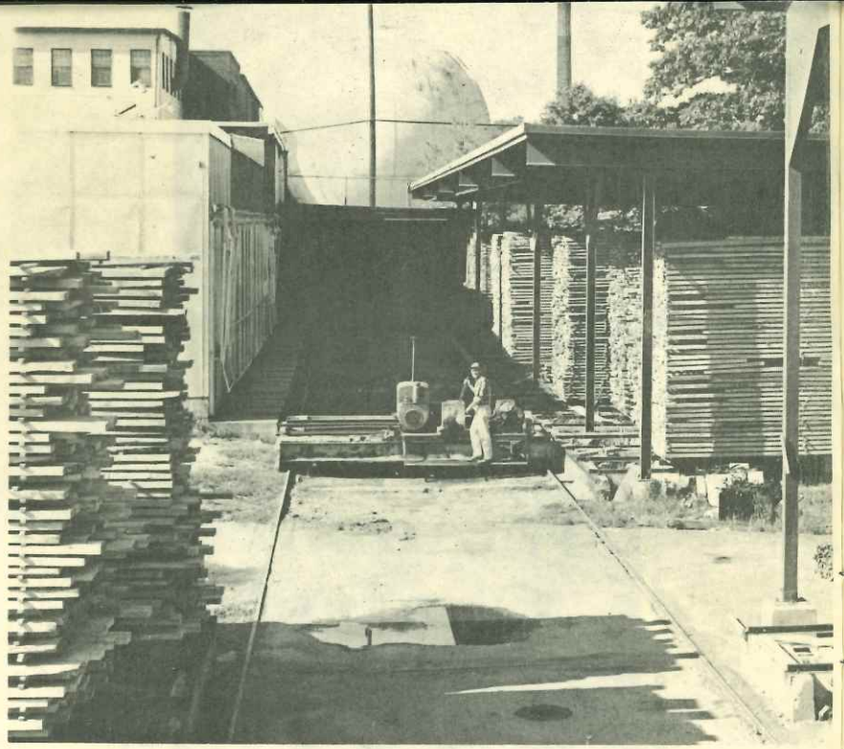
THIS IS THE TAG...

This shield shape trademark history tag is your customer's assurance that you are offering the authenticity of design, sturdiness of structure, and the fine finish for which Nichols & Stone has been justifiably famous for over 100 years. Most chairs are also identified by a branded trademark on the underside of the seat. Refer to both as symbols of excellent craftsmanship and honest value.

Nichols & Stone Co., Gardner, Massachusetts

SHOWROOMS: American Furniture Mart, Chicago • High Point Furniture Market, High Point • Western Merchandise Mart, San Francisco • National Furniture Mart, New York City • Mart Building, Seattle • Dallas Home Furnishings Mart, Dallas

More than 100 years ago this group of men began the tradition of pride-in-their-work that continues today in our modern facilities. In fact many decendents of these men continue to work at Nichols and Stone.

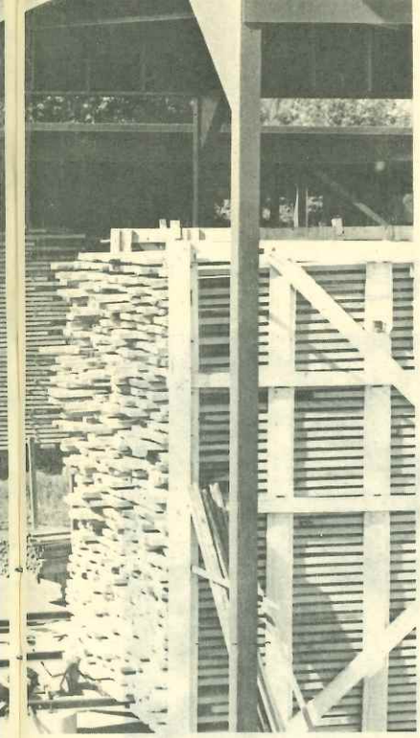


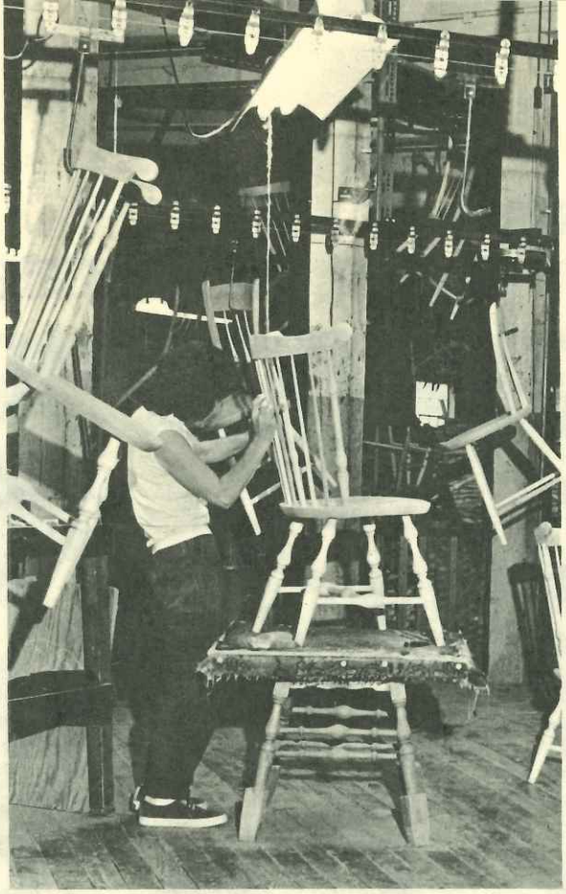
Lumber is carefully air-dried under cover; then further dried, scientifically, in kilns. Kiln-drying was unknown in Colonial days and furniture often warped, split, or opened at joints as years went by.

Evolution of Craftsmanship

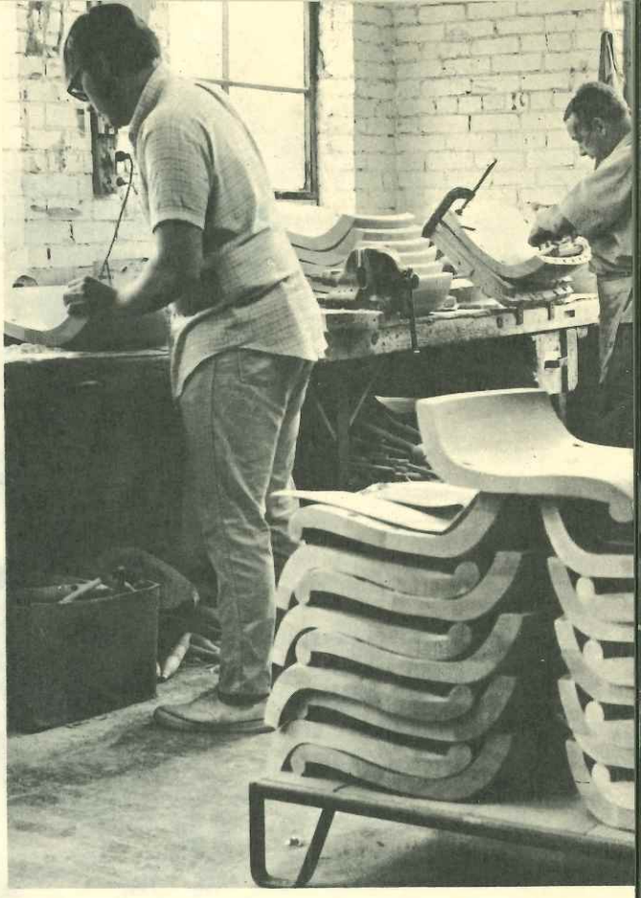
Bettman Archive

We are one of the few remaining companies that use genuine rush (Typha Latifolia) in hand-woven seats. The natural fiber has more life and character than any synthetic fiber.

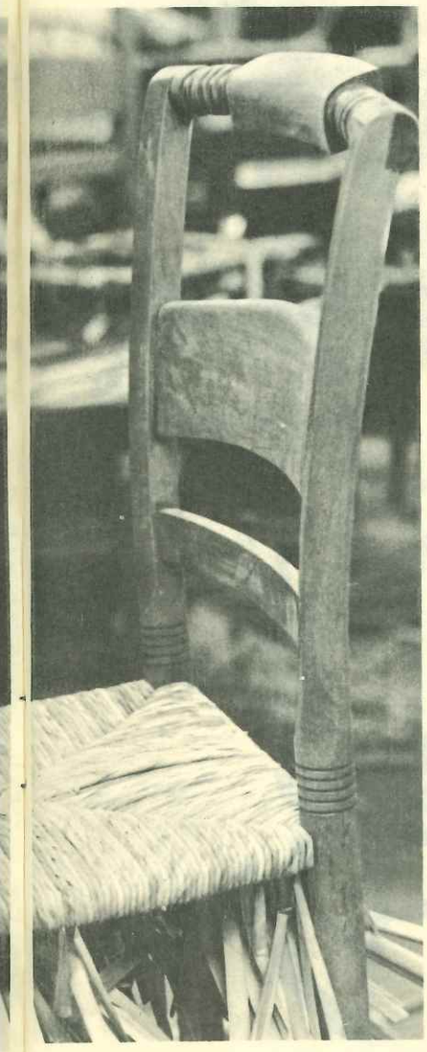




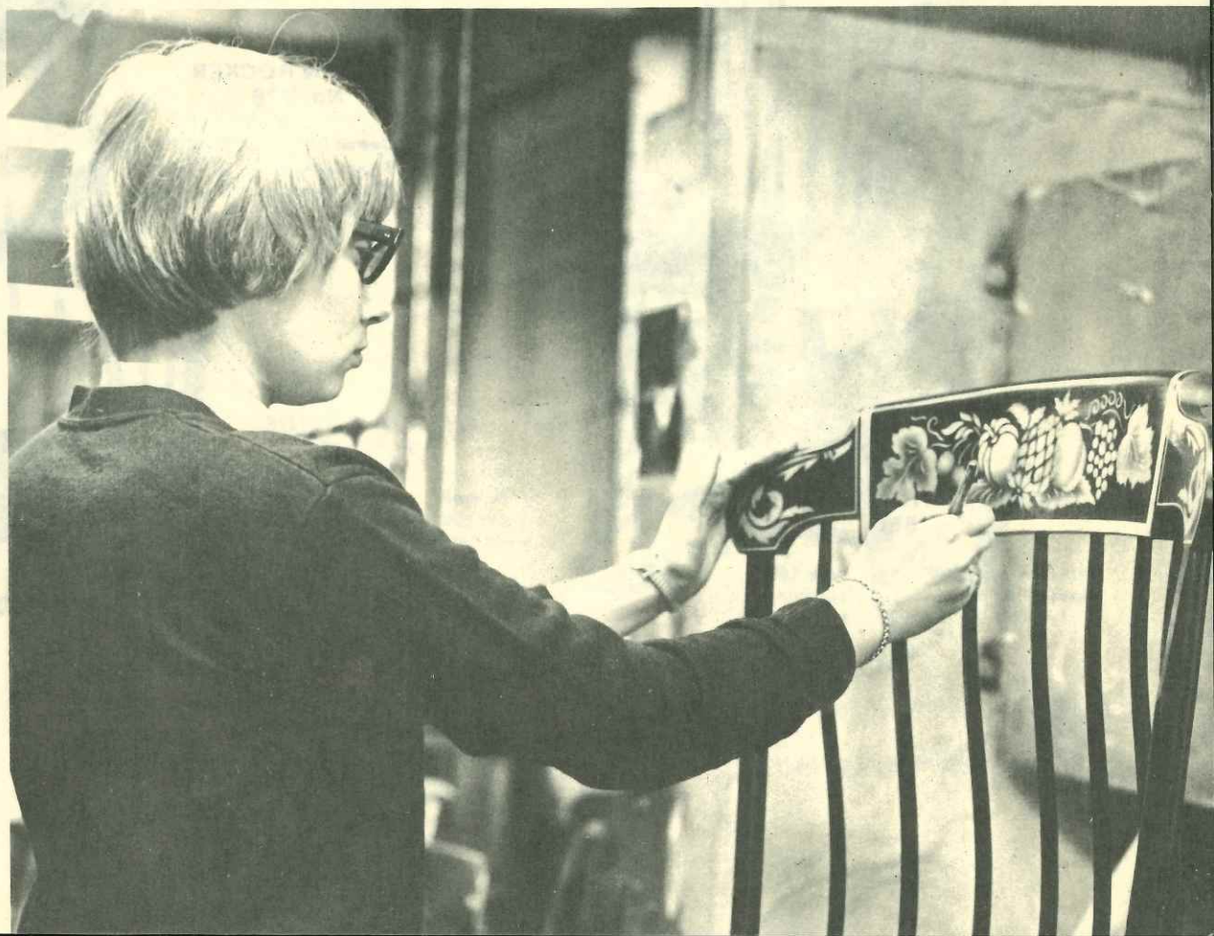
Final inspection of a chair before it goes to the finishing area. This is just one of 8 inspections that occur in the manufacture of Nichols and Stone Chairs.



Craftsmen scoop out and sand smooth the massive scroll seats for the No. 686 Boston Rocker. Construction of this rocker, the Cadillac of Nichols and Stone's rocker line, still involves many hand processes.



A skilled decorator applies colorful J-line stencils to a Salem Rocker. These handsome decorations were created exclusively for us from designs tracing back to the early 1800's.



BOSTON ROCKERS

The ornate crest rails and ring-turned front legs of these long-time favorites identify Boston Rockers as originating about the time of the Hitchcock chair, circa 1820. And, while the details of these reproductions vary, all are characterized by high backs with slender curved, or straight, spindle conformation and low, wide comfortably scooped seats. Legs are short and splayed. Arms are cyma-curved with gently rolled ends.

CHILD'S BOSTON ROCKER
No. 556

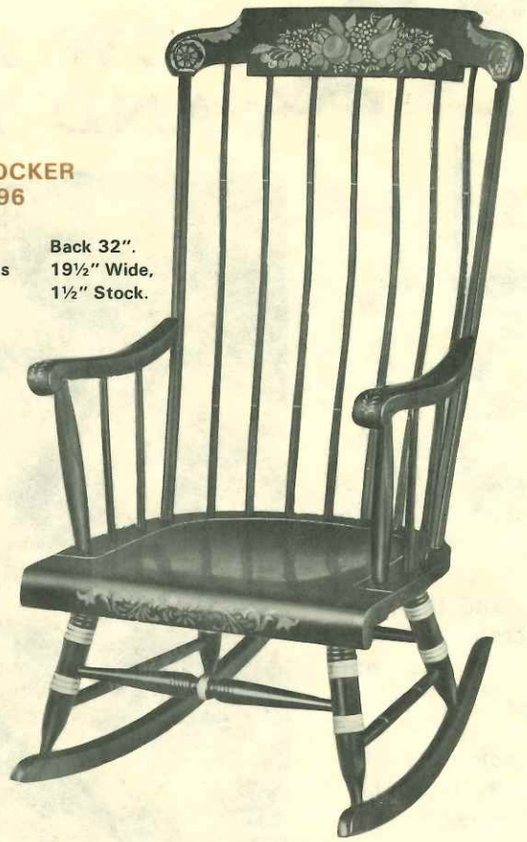
Height:	Overall 26¼",	Back 18¼".
Seat:	Between Arms 12½" Deep.	14" Wide, 1½" Stock.

BOSTON ROCKER
No. 726

Height:	Overall 41½",	Back 29".
Seat:	Between Arms 17½" Deep.	20" Wide, 1½" Stock.

SALEM ROCKER
No. 696

Height: Overall 44", Back 32".
Seat: Between Arms 19½" Wide,
19" Deep. 1½" Stock.



SCROLL SEAT
BOSTON ROCKER
No. 686

Height: Overall 41", Back 30½".
Seat: Between Arms 18½" Wide,
17½" Deep. 2" Stock.

BOSTON ROCKER
No. 736

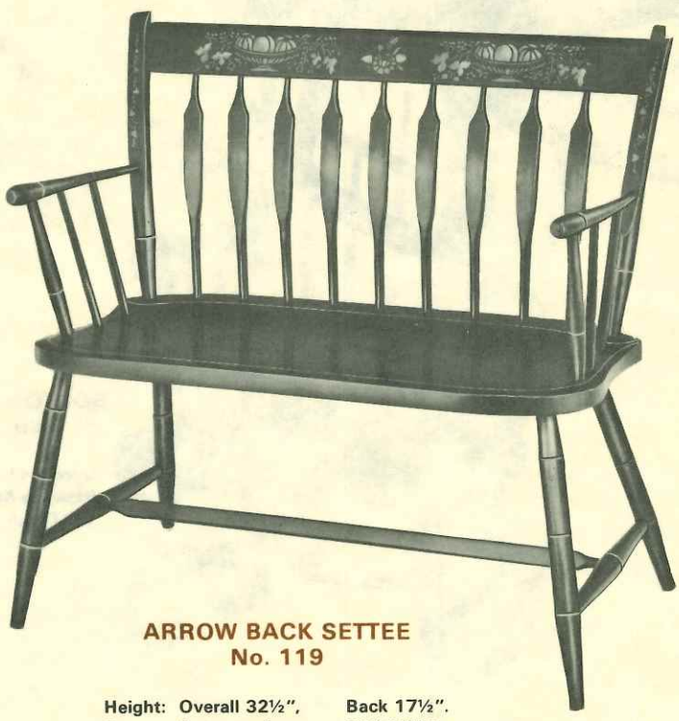
Height: Overall 41", Back 28½".
Seat: Between Arms 20" Wide,
18" Deep. 1½" Stock.

ARROW BACKS AND THUMB BACKS

Simply put, all Arrow Backs are Thumb Backs, while the converse is not true! Features common to both are the backward curved uprights extending thumblike beyond the top rail, the shape of the seat, and the bamboo-turned leg and stretcher detail. Obviously, in the Arrow Back one finds the usual Windsor spindle replaced by those distinctively shaped and broadened splats which give this variant its name. Both styles are late Colonial in general character.

DEERFIELD ROCKER
No. 676

Height:	Overall 41",	Back 29¾".
Seat:	Between Arms 18" Deep.	19½" Wide, 1½" Stock.



ARROW BACK SETTEE
No. 119

Height:	Overall 32½",	Back 17½".
Seat:	Between Arms 14" Deep.	32½" Wide, 1½" Stock.

THUMB BACK
No. 401

Height: Overall 32½", Back 16".
Seat: 16¼" Wide, 14½" Deep.
1½" Stock.

THUMB BACK
No. 405

Height: Overall 33½", Back 17½".
Seat: Between Arms 19" Wide,
16½" Deep. 1½" Stock.

ARROW BACK
No. 111

Height: Overall 34", Back 17½".
Seat: 17" Wide, 16" Deep.
1½" Stock.

ARROW BACK
No. 115

Height: Overall 34", Back 17½".
Seat: Between Arms 17½" Wide,
16" Deep. 1½" Stock.

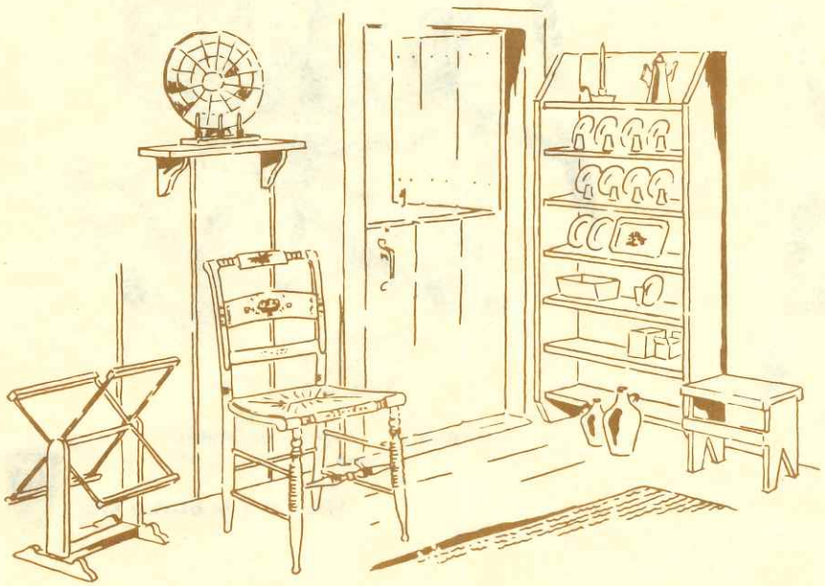
Nichols & Stone Co.

HITCHCOCKS

The classic Hitchcock, bearing the name of its New England designer, evolved from the so-called fancy, or slipper chairs, of the late 1700's. Common features include a distinctive concave top rail and back slat. Side posts are reverse curved. The seat, rush or wooden, flares, but is almost square. Front legs are ring-turned, braced by box stretchers to the rear members, and taper to small ball feet. Most are painted and stencilled.

HITCHCOCK
No. 121

Height: Overall 35", Back 17½".
Seat: 17½" Wide, 15½" Deep.
Fibre.



HITCHCOCK
No. 571

Height: Overall 35", Back 17½".
Seat: 17½" Wide, 15½" Deep.
Rush

HITCHCOCK
No. 575

Height: Overall 35", Back 17½".
Seat: Between Arms 18½" Wide,
15½" Deep. Rush.

HITCHCOCK
No. 991

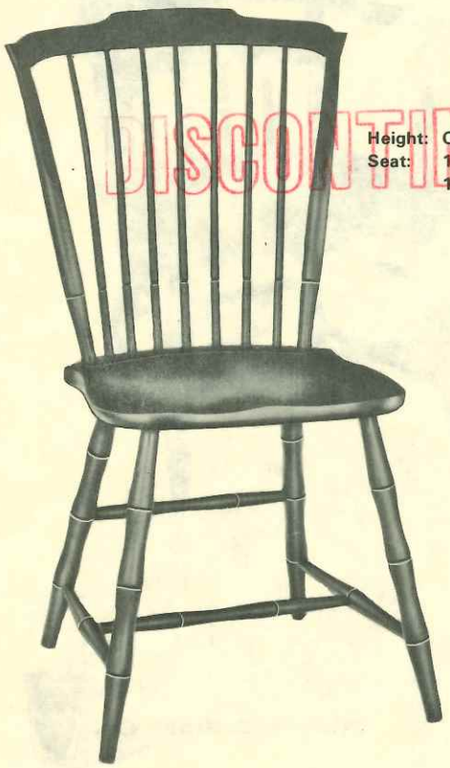
Height: Overall 33½", Back 16½".
Seat: 16½" Wide, 14" Deep.
2" Stock.

HITCHCOCK
No. 995

Height: Overall 34¾", Back 18".
Seat: Between Arms 17½" Wide,
15" Deep. 2" Stock.

FAN BACKS

Substitute variously turned uprights and variously designed yoke-shaped crest rails for the Windsor bow and you have an Early American Fan Back . . . sometimes braced by extra spindles and sometimes not. Legs vary from the vase-and-ring with H-shaped bobbin-turned stretchers to the more simple bamboo ringed. The seat is generally shield-shaped and hollowed with a central ridge at the front resembling the pommel of a saddle.



BARNSTABLE
No. 281

DISCONTINUED

Height: Overall 35". Back 19".
Seat: 16½" Wide, 15¼" Deep.
1½" Stock.

DISCONTINUED

BARNSTABLE
No. 285

Height: Overall 35¼". Back 19".
Seat: Between Arms 17¼" Wide,
16¼" Deep. 1½" Stock.

TEMPLETON HIGH BACK
No. 485

Height: Overall 40½", Back 25".
Seat: Between Arms 19¾" Wide,
16½" Deep. 2" Stock.

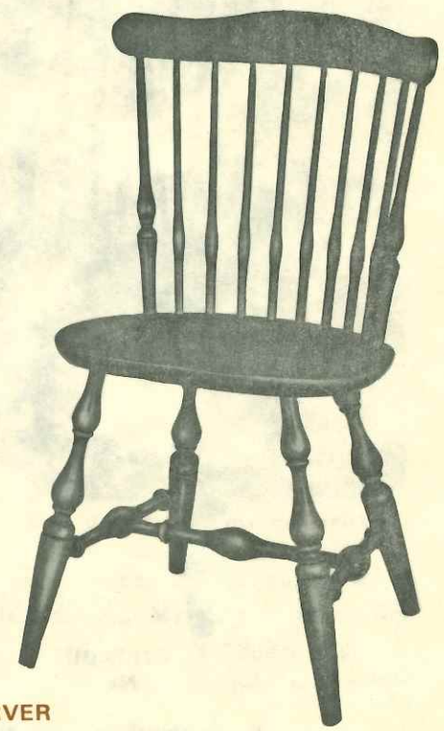
TEMPLETON HIGH BACK
No. 481

Height: Overall 41", Back 25".
Seat: 18½" Wide, 15½" Deep.
2" Stock.

See p. 22 for Templeton High Back Rocker No. 486

GOVERNOR CARVER
No. 445

Height: Overall 32½", Back 17½".
Seat: Between Arms 20" Wide,
16" Deep. 2" Stock.



GOVERNOR CARVER
No. 441

Height: Overall 33½", Back 18".
Seat: 18½" Wide, 14½" Deep.
1½" Stock.

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PAUL REVERE
No. 611

Height: Overall 35", Back 20".
Seat: 17½" Wide, 15½" Deep.
1½" Stock.

DUXBURY
No. 931

Height: Overall 34½", Back 19".
Seat: 17" Wide, 16¼" Deep.
1½" Stock.

DUXBURY
No. 935

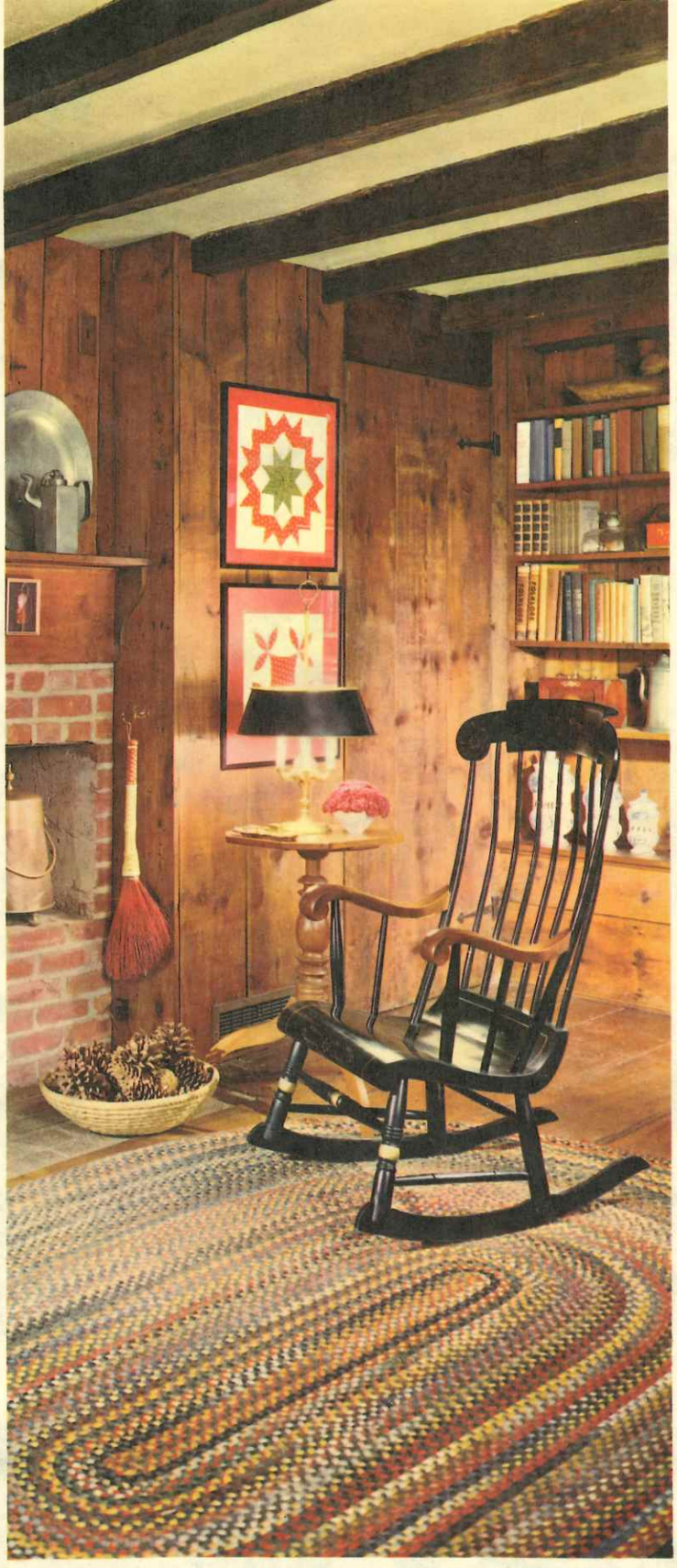
Height: Overall 35", Back 20".
Seat: Between Arms 19½" Wide,
18" Deep. 1½" Stock.

DUXBURY
No. 936

Height: Overall 32½", Back 20".
Seat: Between Arms 19½" Wide,
18" Deep. 1½" Stock.

J-LINE STENCILS

The J-LINE consists of certain standard Nichols & Stone chairs which are available with new three dimensional colonial stencilling.



From The American Home © 1961 The Curtis Publishing Co.

These colorful designs were created by Eleanor I. Jones of Gardner, Massachusetts, a noted lecturer and teacher of Colonial Arts and Decorative Crafts. Mrs. Jones' collection of original and recorded stencils include some tracing back to the early 1800's. She has drawn on these and others for the basic motif and classic compositions she adapted to suit the chairs chosen for this outstanding group.

Nichols & Stone Co.

THE WAR EAGLE — on No. 736 Boston Rockers

FRUIT AND LEAF — on No. 696 Salem Rockers

COLONIAL BOUQUET — on No. 726 Boston Rockers

AUTUMN BASKET — on No. 686 Scroll Seat Rockers

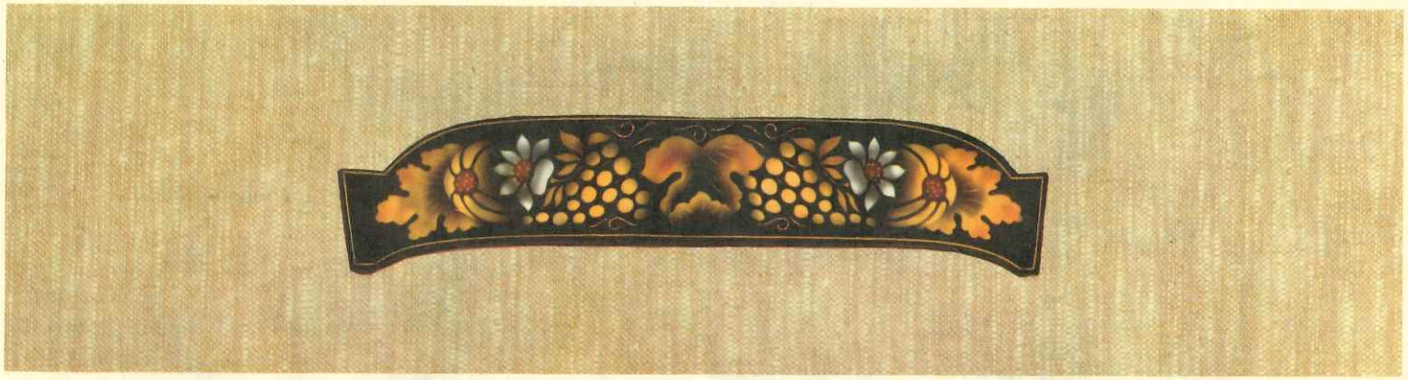
GRAPES AND BERRIES
on Nos. 571 and 575 Hitchcocks

PINEAPPLE AND FLOWERS
on No. 121 Hitchcocks

PRIMROSE SILHOUETTE
on Nos. 991 and 995 Hitchcocks

NOTE: J-Line Stencil designs are available on all finishes . . . but only on those chairs specified in the captions beneath any given illustration.

GOLDEN ROSES — on Nos. 401 and 405 Thumb Backs



GRAPES AND FLOWERS — on Nos. 111 and 115 Arrow Backs

THE WAR EAGLE — on Nos. 801 and 805 Liberty Chairs

VINEYARD BOUNTY — on No. 119 Arrow Back Settee

ROD AND LOW BACKS

Most masculine of all Windsors are the sturdy, comfortable chairs logically categorized as Rod and Low Backs. Rod Back derivatives, whether arm or side, like the Hubbard Chairs have slanting fan-shaped backs and slightly concave, wide crest rails squaring off heavy side posts and spindles. Low Backs differ by having the horseshoe-shaped arm, more ornately turned posts, spindles and legs shown in the Captain's Chair. Note the Hitchcock adaptations in the Petersham survival!

LIBERTY
No. 801

Height: Overall 33½", Back 18".
Seat: 18" Wide, 15" Deep.
2" Stock.

LIBERTY
No. 805

Height: Overall 33½", Back 18½".
Seat: Between Arms 19½" Wide,
16½" Deep. 2" Stock.

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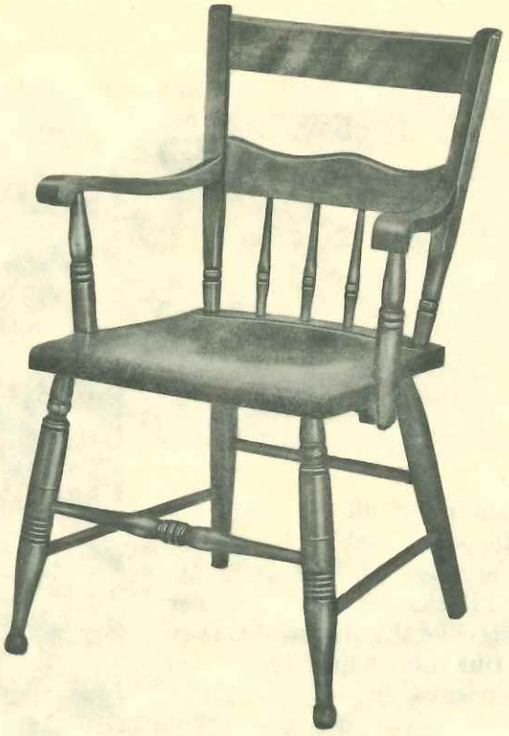
PETERSHAM
No. 141

Height: Overall 34", Back 17½".
Seat: 17" Wide, 14½" Deep.
1½" Stock.



PETERSHAM
No. 145

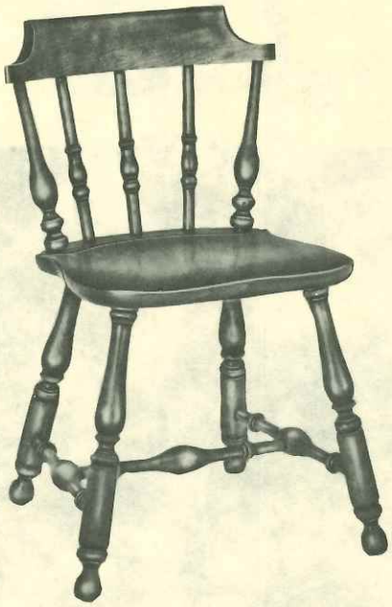
Height: Overall 34½", Back 17½".
Seat: Between Arms 18½" Wide,
16½" Deep. 1½" Stock.

AMERICAN HANDLE BACK
No. 171

Height: Overall 37½", Back 21½".
Seat: 18" Wide, 15¾" Deep.
2" Stock.

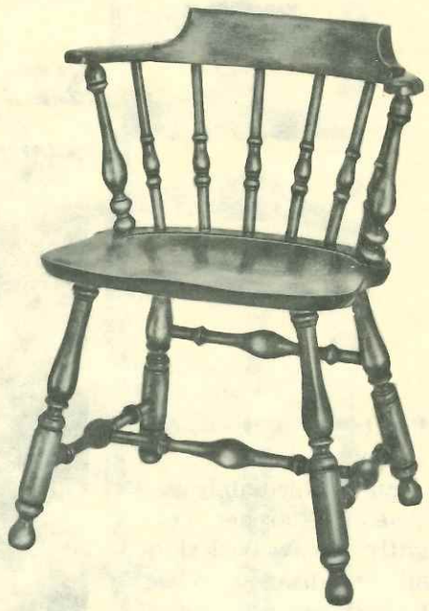
AMERICAN HANDLE BACK
No. 175

Height: Overall 37½", Back 21½".
Seat: Between Arms 19" Wide,
17" Deep. 2" Stock.



SECOND MATE'S CHAIR
No. 301

Height: Overall 29", Back 13¾".
Seat: 16½" Wide, 15" Deep.
1½" Stock.



MATE'S CHAIR
No. 305

Height: Overall 29", Back 13".
Seat: Between Arms 18¼" Wide,
15½" Deep. 1½" Stock.

MATE'S CHAIR
No. 351

Height: Overall 30¾", Back 14⅜".
Seat: 16¾" Wide, 15" Deep.
2" Stock.

CAPTAIN'S CHAIR
No. 355

Height: Overall 30½", Back 15".
Seat: Between Arms 19½" Wide,
16" Deep 2" Stock.

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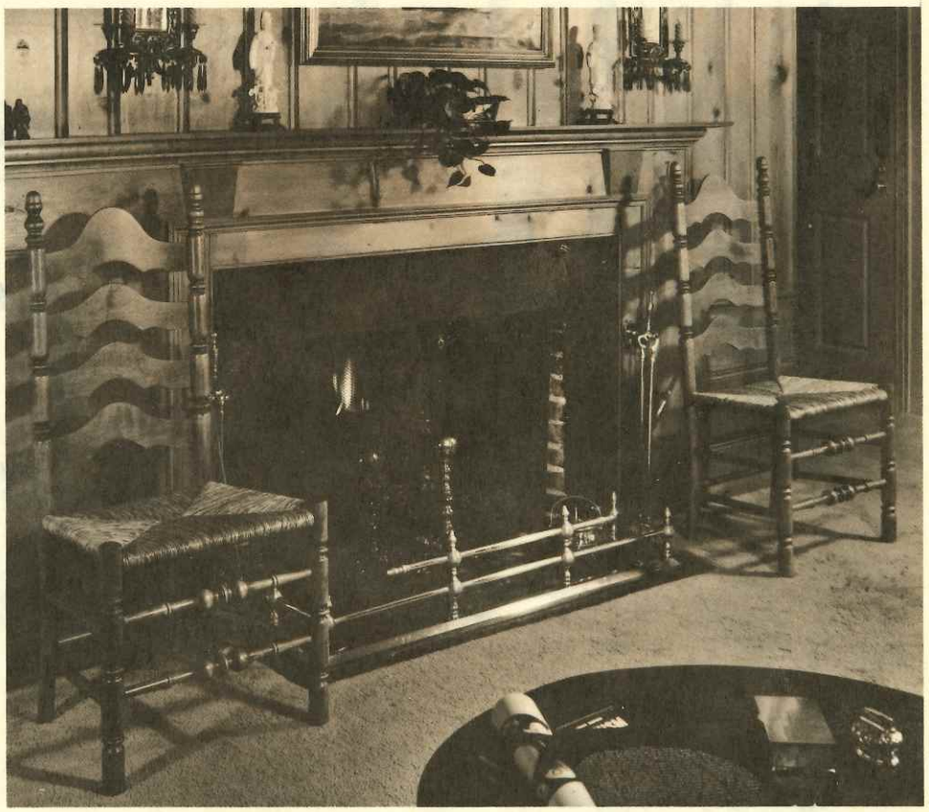
LADDER BACKS



Often called Puritan Slat Back, this basic design is uniquely Colonial of the mid-1600's and immediately recognizable because of its arched, horizontal, and slightly concave back slats. The more primitive sausage-and-ring turnings are typical, too, although at the century's turn bobbin-turned front stretchers and knob finials, topping the back uprights, became popular. The flagg seats of these and Hitchcock reproductions, incidentally, are still hand woven!

PILGRIM LADDER BACK
No. 711

Height: Overall 38", Back 21".
Seat: 19" Wide, 14" Deep.
Rush.

CAPE COD
LADDER BACK
No. 261

Height: Overall 44¼", Back 27¼".
Seat: 19¾" Wide, 14" Deep.
Fibre.

COLONIAL LADDER BACK
No. 271

Height: Overall 41", Back 24".
Seat: 20" Wide, 14¼" Deep.
Fibre.

COLONIAL LADDER BACK
No. 275

Height: Overall 41", Back 24".
Seat: Between Arms 16" Wide,
15½" Deep. Fibre.

JOHN HANCOCK
LADDER BACK
No. 221

Height: Overall 44½", Back 27½".
Seat: 20" Wide, 16" Deep.
Rush.

JOHN HANCOCK
LADDER BACK
No. 225

Height: Overall 44½", Back 27½".
Seat: Between Arms 18½" Wide,
17" Deep. Rush.

Nichols & Stone Co.

COMB BACKS

Comb Back Windsors combine the flaring construction of the crested Fan Backs with the one-piece curved arm detail of the Bow Backs to make a most graceful and comfortable chair. The back spindles pass through the arm and are surmounted by a slightly concave crest rail, or comb-piece, often found with volute-carved ends. Some, for additional strength, feature bracing spindles from a seat tail-piece to the comb.

TULLY TAVERN
No. 085

Height:	Overall 33½",	Back 17½".
Seat:	Between Arms	18½" Wide.
	16¼" Deep.	1½" Stock.

STUB ARM WINDSOR
No. 065

Height:	Overall 31½",	Back 19½".
Seat:	Between Arms	18½" Wide,
	15½" Deep.	1½" Stock.

GOVERNOR WINTHROP
No. 195

Height:	Overall 36",	Back 20½".
Seat:	Between Arms	17" Wide,
	16½" Deep.	1½" Stock.

GOVERNOR BRADFORD
No. 955

Height:	Overall 41½",	Back 26".
Seat:	Between Arms	19½" Wide,
	16" Deep.	2" Stock.

GOVERNOR BRADFORD
No. 956

Height:	Overall 39½",	Back 26".
Seat:	Between Arms	19½" Wide,
	16" Deep.	2" Stock.

Nichols & Stone Co.

BOW BACKS

An English archer's bow is said to have influenced the design of this Windsor grouping. In the armchair version the motif is also present in the curved one-piece arm. Traditional, too, are the outspread vase-and-ring legs, braced by an H-shaped stretcher. The solid seat is saddle-scooped and often shield-shaped. Some variations have extra spindles flaring up from a tail-piece on the seat to the cresting.

WINDSOR
No. 365

Height:	Overall 35¼",	Back 20".
Seat:	Between Arms	20" Wide,
	16" Deep.	2" Stock.

WINDSOR
No. 366

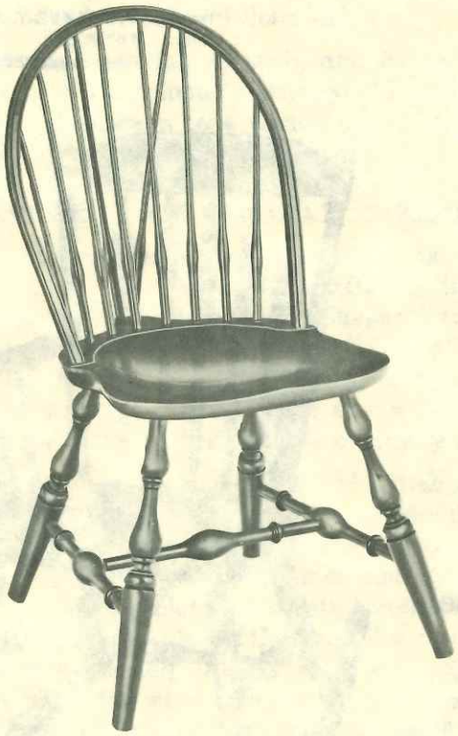
Height:	Overall 33½",	Back 20".
Seat:	Between Arms	20" Wide,
	16" Deep.	2" Stock.

WINDSOR
KNEEHOLE DESK CHAIR
No. 341

Height: Overall 33½", Back 17".
Seat: 15" Wide, 13¼" Deep.
1½" Stock.

WINDSOR
YOUTH'S CHAIR
No. 741

Height: Overall 38", Back 17".
Seat: 15" Wide, 13¼" Deep.
1½" Stock.



PRISCILLA
No. 891

Height: Overall 35", Back 19".
Seat: 17" Wide, 16" Deep.
1½" Stock.

PRISCILLA
No. 893

Height: Overall 32½", Back 19½".
Seat: 17" Wide, 16" Deep.
1½" Stock.

Nichols & Stone Co.

DEACON'S BENCH
No. 149

Height: Overall 35½", Back 19¼".
Seat: Between Arms 45¼" Wide.
16¾" Deep. 1½" Stock.

BAR STOOL
Fixed Seat
No. 006

Height: Overall 43", Back 13¾".
Seat: 16" Wide, 14½" Deep.
Floor to seat 30". 1½" Stock.

BAR STOOL
Swivel Seat
No. 007

Height: Overall 43", Back 13¾".
Seat: 16" Wide, 14½" Deep.
Floor to seat 30". 1½" Stock.

SUGARBUSH ROCKER
No. 546

Height: Overall 47", Back 32".
Seat: Between Arms 21¼" Wide.
18" Deep. 3" Pine Stock.

SUGARBUSH ARM CHAIR
No. 545

Height: Overall 46¼", Back 32".
Seat: Between Arms 21¼" Wide.
18" Deep. 3" Pine Stock.

TEMPLETON HIGH BACK ROCKER
No. 486

Height: Overall 39", Back 25".
Seat: Between Arms 19¾" Wide.
16½" Deep. 2" Stock.

IDEAS AND INFORMATION

Almost certainly your own sales reflect the continuing national boom in popularity for Colonial furniture! Colonial furniture styles — developed in a growing country to meet the needs of growing families — offer their own special beauty in form and materials. And their proud heritage carries a special appeal for today.

WHY NICHOLS & STONE?

One of the few companies devoted exclusively to chair manufacture, Nichols & Stone creates Colonial reproductions faithful in their adherence to original style with careful attention to detail.

Since 1857, through five generations of the founders' direct descendants, the traditional beauty of Colonial craftsmanship has been retained. Nichols & Stone is famous country-wide for its design, superior quality and honest value.

SALES ASSETS

Consistently advertised in leading publications, Nichols & Stone is widely known as The Home of Windsor Chairs. This pre-selling effort has created a demand for, and an acceptance of, Nichols & Stone Windsors that makes the sale much easier.

You're offering the top line when you offer Nichols & Stone. But remember, some customers want reasons-to-buy spelled out for them. You'll find many are hungry for reassurance in their choice of both manufacturer and chair style.

By knowing Colonial, as such, and by knowing Nichols & Stone Colonial chairs, you'll be able to help your customers to a decision and, in many cases, substantially upgrade the sale.

WHAT IS A COLONIAL CHAIR?

Colonial furniture — also described as Early American — was created by craftsmen in this country between 1650 and 1820. Earlier furniture was more primitive in character. Colonial chairs are often loosely called Windsors, a dominant basic design of the period, but one with many derivatives each of which has its definitive name.

Introducing each style group in this catalog, you will find descriptions of the origin for each design and its era. Use these to establish Nichols & Stone authenticity. This qualifying material, together with the more complete information contained in "How To Choose The Right Colonial Chair", should be of invaluable help in presenting each Nichols & Stone chair for what it really is . . . a museum-piece reproduction in every practical sense.

SELL CONSTRUCTION!

Nichols & Stone chairs are made like the originals from selected northern hardwoods — yellow birch and hard maple — to assure sturdy construction and long life. These kiln-dried woods are thoroughly seasoned so that each Nichols & Stone chair will give many, many years of service.

Spindle ends and leg tenons are purposely and uniformly oversized, then forcibly compressed into glue-filled holes where the snug fit assures extra strength in every Nichols & Stone chair.

For rush seat chairs, Typha Latifolia, or broad-leaved chair flagg, is used. This is a natural plant of enduring qualities, which Nichols & Stone hand-twists and weaves exactly as the Egyptians did in 4000 B.C. For beauty, durability, and quality, nothing beats a Nichols & Stone genuine rush seat!

SELL CRAFTSMANSHIP!

That softly glowing Nichols & Stone finish provides visible evidence of the craftsman's pride in his work — and the sacrifice of high speed production methods to assure a quality product. Not just a protective coating, this is a tough, durable genuine varnish finish, built up to a heavy body unusual in modern furniture production.

On decorated chairs — and don't forget the decorators' colors which are available — Nichols & Stone stencils are authentic reproductions of popular Early American motifs. For those who would appreciate the art and craft of stencilling at its very best, there's the new J-Line. In some of the designs as many as five different stencils are used . . . with a considerable amount of hand striping.

COLONIAL – AT HOME IN ANY HOME!

Within very wide limits, the most contemporary and up-to-date decorating techniques are completely compatible with Colonial. A Nichols & Stone chair can be at home, for example, in a modern ranch house and mixed or matched with extremely functional furniture. Today's new ideas in color, fabric, proportions and finishes merely dramatize and highlight the clean characteristics of Colonial. Don't hesitate to demonstrate this.

Nichols & Stone chairs are finished to match all popular in-stock tables and case pieces. Your floor displays can emphasize this, too, and set up the chances for you to close an extra sale. Seeing groupings of how Nichols & Stone chairs can be combined with other items, gives your customers ideas and confidence in their own tastes and will often suggest the use of an occasional chair when one hadn't even been considered.

Last but not least, remember that an arm chair is logical in most sets of dining room side chairs; that decorated chairs, and especially decorators' finishes, add an accent to any decor; that displaying the entire line gives a more profitable range of choice. Know more and show more, tell more and sell more. Nichols & Stone has a lot to offer.

Nichols & Stone Co.

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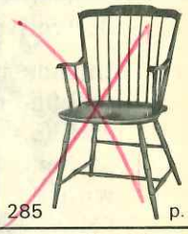
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Nichols & Stone Co.

Nichols & Stone presents an exciting new style with today's most-wanted features.

For Supplemental Information Sheets

A Proud Heritage

Over one hundred years ago the small woodworking shop that was to become the Nichols & Stone Company made its first Windsor chair. That was in 1857. Today the Company is one of the few remaining establishments devoted exclusively to the manufacture of chairs, and its name is famous, countrywide, for fine design, excellent craftsmanship and honest value.

Through five generations of the founders' direct descendants, the traditional beauty of Colonial craftsmanship has been preserved. And, because of their readiness to adopt modern production methods whenever they could be employed without impairing authenticity and genuine old-fashioned quality, this beauty has been made increasingly available to home-lovers in every part of the land.

Now, through Carlton-Kirwood, Inc. a subsidiary of Nichols & Stone, you can obtain classic Early American style dining tables made especially to go with Nichols & Stone chairs. Unique dining groups in other words—with the advantage of choosing from a wide variety of chair styles, rather than just a few. "Ask your representative or write for Carlton-Kirwood Catalog."

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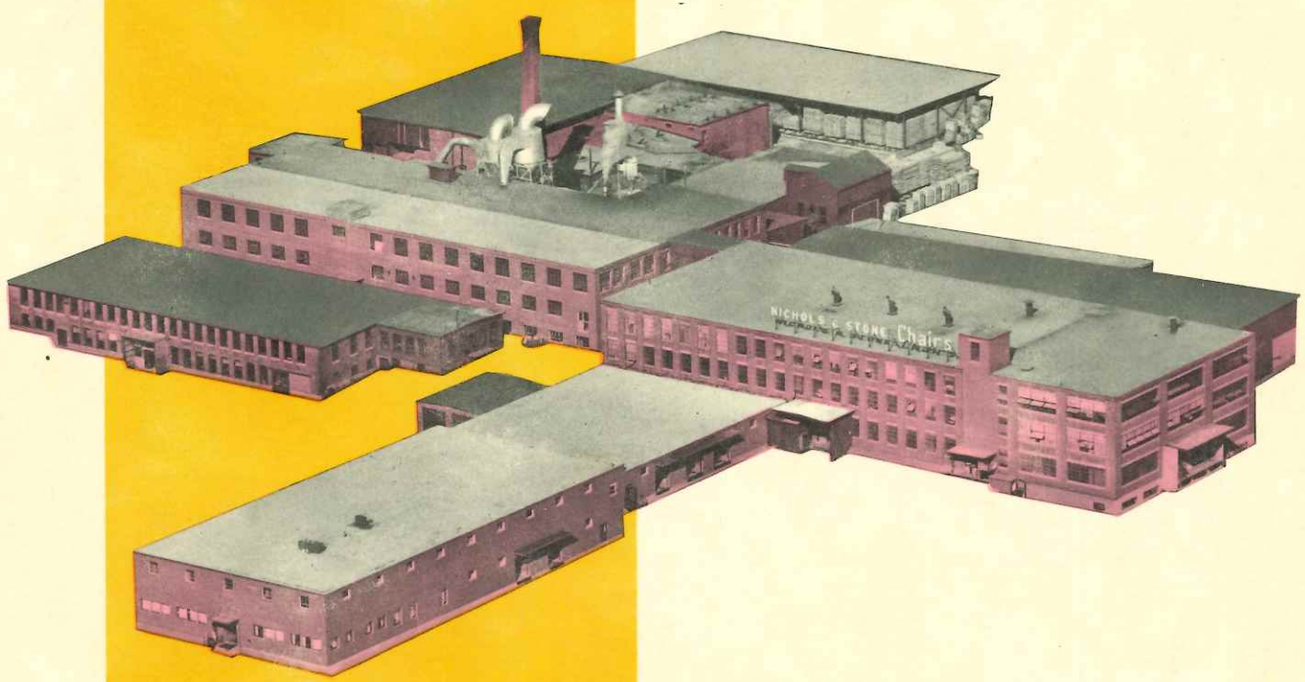
The Home of Windsor Chairs
Gardner, Massachusetts



Nichols & Stone presents an exciting new style with today's most-wanted features.

Woodstock Rocker No. 516

A rocker that's got everything going for it:
the fashionable rugged pine look, lavish Colonial
decoration, superb construction, plus promotional price!

Popular massive pine. Here's the look that reminds your customers of the simple, rugged furniture their forefathers made of virgin pine . . . a solid, substantial style that goes perfectly with formal or informal decor.

Outstanding comfort. Few can resist trying and buying this chair on sight, its heavy, deeply-saddled seat is so tempting. It's high for an easy, natural seating posture. Arms and back support the body gently but firmly. Slat spindles are nicely shaped for extra comfort. Well-curved rockers provide extra relaxation.

Handsomely decorated. The outsize crest rail showcases authentic Colonial decoration. Turnings are decorated, too, for a gracious, charming appearance that makes this style a stand-out wherever displayed.

Styled and priced right for high-profit promotions! See your N & S salesman for details on free sales aids.

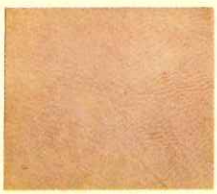
Nichols & Stone Company

"The Home of Windsor Chairs"
Gardner, Mass. 01440

NICHOLS & STONE PRESENTS
UPHOLSTERED SEATS

085

445



No. 501

No. 502

No. 503

No. 504

No. 505

INFORMATION ON CHAIRS AVAILABLE WITH UPHOLSTERED SEATS

Materials used:

80% Urethane Foam
20% Blended Cotton Felt
Cover — Superior quality Naugahyde

Colors available and color numbers:

White #501
Black #502
Green #503
Red #504
Gold #505

Chairs available and prices:

445	Add $11.00 List
441	Add $10.30 List
305	Add $10.30 List
301	Add $10.30 List
085	Add $10.30 List
006	Add $10.30 List
007	Add $11.00 List

When ordering, for example, a Governor Carver arm chair (445) in Antique Brown Maple (020) in Green Upholstery (503) the ordering number is 445–020–503.

Only chair numbers listed above and the five colors shown are available.

15M November 1971